

News

• [REDRAY PLAYER](#)

The REDRAY PLAYER is the first plug-and-play friendly device capable of providing 4K content to 4K displays. REDRAY features the ability to play 4K files as well as upscale HD files to Ultra High-Definition resolution (4096×2160). REDRAY connects to 4K displays using 1x 1.4 HDMI output or 4x HDMI 1.3 outputs, with an additional HDMI output for 7.1 channel audio (for HD displays, REDRAY uses 1x HDMI 1.3 output). REDRAY also supports 3D playback at high frame rates (48-60fps) — more than twice that of traditional HD plug-and-play 3D devices. Use your REDRAY iPad app or included IR remote to control your REDRAY and connect to your content like never before.

- To convert your HD or 4K content to REDRAY compatible .RED files, REDCINE-X PRO and the RRENCODE plugin are required. 1x RRENCODE license is included with each REDRAY purchase.

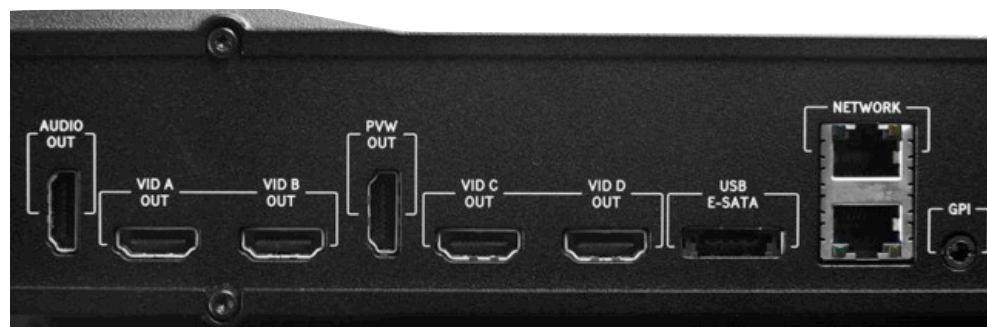
[RRENCODE PLUGIN](#)

The RRENCODE plugin allows you to convert your HD or 4K media to 4K .RED files for use with the REDRAY 4K CINEMA PLAYER. Its drag-and-drop interface along with data rates below 2.5MB/s make this plugin encoder both simple to use and incredibly efficient.

REDCINE-X PRO software is required to use this encoder.

NOTE: 1x RRENCODE license is included with each purchase of a REDRAY 4K CINEMA PLAYER. You should only purchase this item if you need an additional license.

This product will be available for order on December 21st, 2012.





OVERVIEW FEATURES **TECH SPECS** GALLERY

DIMENSIONS	316 × 61mm x 260 mm (12.4 × 2.4 × 10.2")
WEIGHT	5.9 Lbs
MATERIAL	Aluminium
OPERATING TEMPS	Zero to 40 C
STORAGE TEMPS	Minus 5 to 60C
NOTABLE FEATURES	Network based 4K 3D Playback System.
ADDITIONAL NOTES	Unique to RED, this product is the only available 4K resolution signal source for QHD flat panel displays and 4K projectors, may also be used for digital signage applications to drive up to four 1080p displays.
RESOLUTION	Up to 4096 × 2160 pixels, 2D or 3D
BIT-DEPTH (COLOR)	YCbCr 12-bit 4:2:2 or RGB 8-bit 4:4:4
COLORIMETRY	ITU-R BT.709
PROGRAM OUTPUT	4K DCI, UltraHD, 1080p, 720p
PREVIEW OUTPUT	1080p, 720p
MEDIA SECURITY	REDCrypt™ digital media encryption
DRM OPTIONS	ODEMAX™ digital rights management
REMOTE CONTROL	IR, 802.11n, Ethernet
GENLOCK	RS170A Tri-level Sync
PLAYBACK FRAME RATES	24, 25, 30, 48, 50, 60 fps
DIGITAL MEDIA	Internet download, SDCard or USB-2 flash media
VIDEO FILE FORMAT	.RED (4K), .MP4 (1080p, 720p)
AUDIO FILE FORMAT	.RED (up to 7.1 Ch) .MP4 (Stereo)
AUDIO OUTPUT	Up to 7.1 channel LPCM, 24-bit 48KHz
OUTPUT CONNECTORS	4 x HDMI 1.4 (Program), 2 x HDMI 1.3 (Preview and Audio)
STORAGE CAPACITY	1TB Internal SATA Drive
POWER	120 – 240V 50 – 60Hz A.C.

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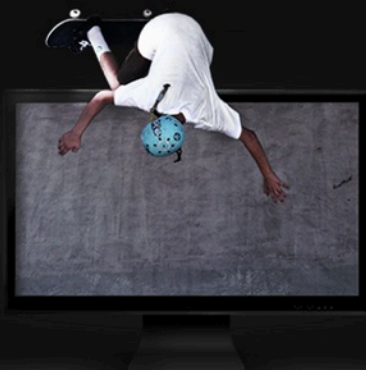
EXPAND YOUR BRAND

Digital signage leads the future of advertising and REDRAY serves as the perfect distribution platform. Each REDRAY is capable of synchronized video playback to four 1080p displays or two 4K display panels; which may be arranged in any physical configuration. Multiple REDRAY players can be genlocked together to serve large video wall applications, letting nothing stand between you and a lasting visual impact.



THE WORLD'S FIRST 4K FORMAT

.RED is the first codec of its kind – a native 4K cinema file compressed to 2.5MB/s. Use REDCINE-X PRO to master your 4K shoots into 4K playback files. .RED files work exclusively with the REDRAY – the world's first 4K cinema player.



OLD FOOTAGE NEW TRICKS

RED prides itself on future-proof innovation and .R3D files are no exception to the rule. When RED color and gamma science improves, your library of .R3Ds improves along with it. Unlike any other format in history, your .R3D images get better over time.

3D COMES STANDARD

REDCINE-X PRO simplifies the process of working with RED 3D files with a powerful stereo toolset. You can fine-tune convergence, preview 3D files, and export to 3D formats all without leaving REDCINE-X PRO. Attention to detail is critical when working with stereo files and with features like frame offset and color match, you'll always be able to sustain optimal 3D quality.

CREATIVE COMPATIBILITY

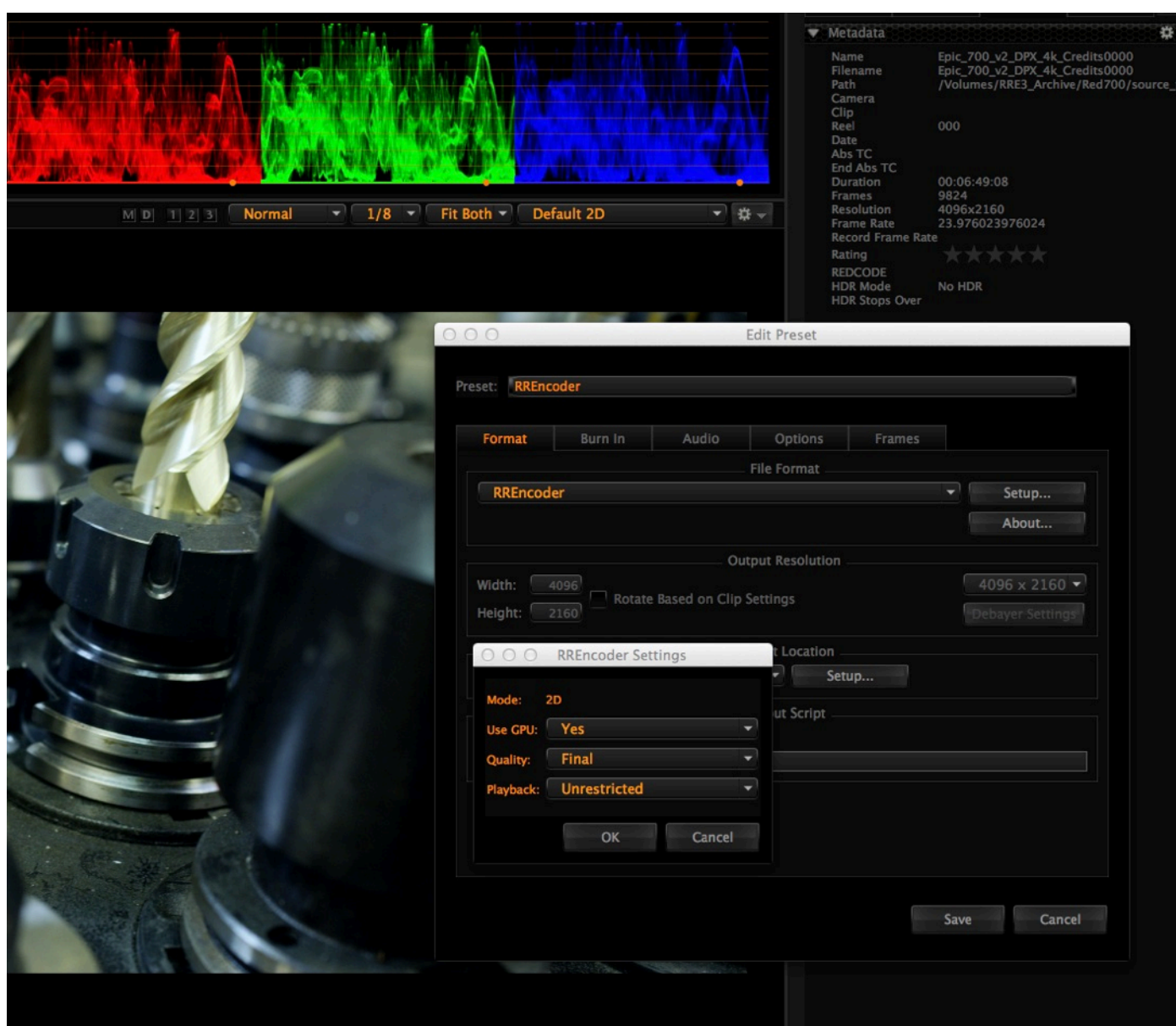
Whether pursuing a still or motion workflow, you'll be able to finish your work using the programs you love. Alongside Avid and Final Cut Pro friendly pipelines, REDCINE-X PRO makes it simple to collaborate with Adobe Creative Suite products. Premiere Pro, Final Cut Pro X, After Effects, Lightroom and Photoshop all support RED's native .R3D format, preserving a highly compatible ecosystem for all of your old and new .R3D files.

News

- [ODEMAX](#)

ODEMAX delivers the only comprehensive distribution platform for 4K content.

Designed to exclusively support the REDRAY Player and REDRAY Projection systems from RED Digital Cinema, ODEMAX.COM is an all-inclusive environment for home and theatrical delivery of feature films, with built-in digital rights management, sales, marketing and analytics tools. ODEMAX provides filmmakers, production companies and independent distributors, direct channel access to the new cloud enabled REDRAY 4K home players.



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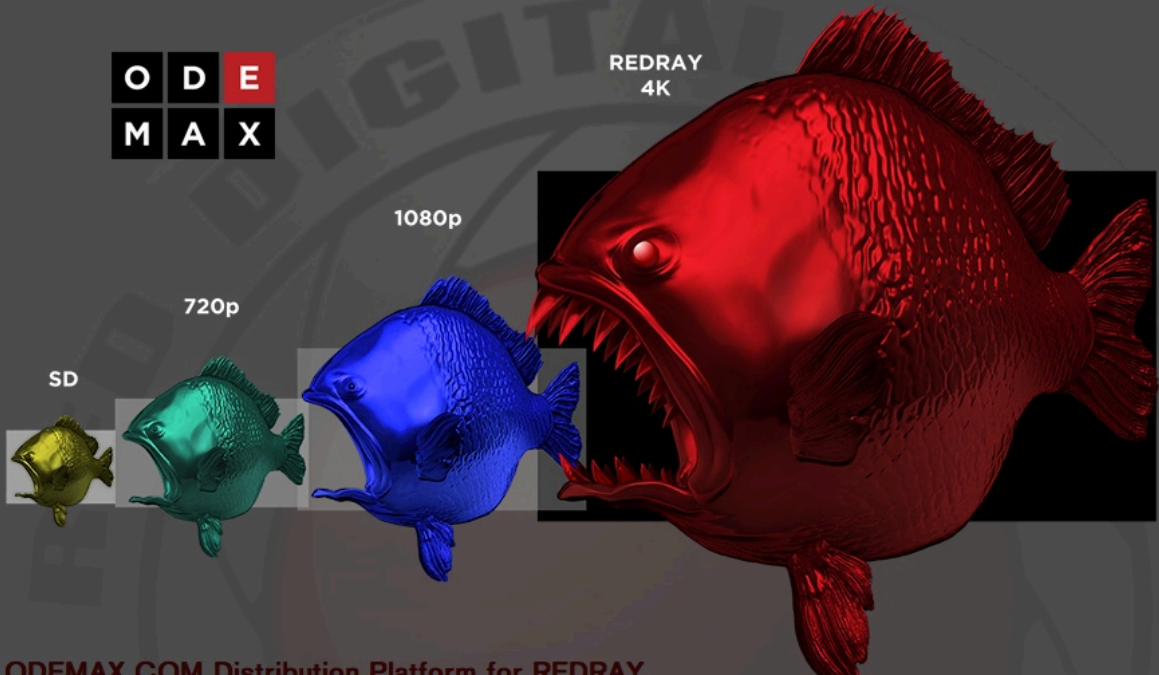
- REDRAY PLAYER \$1450.

Pre-orders live on RED.COM now.

RRencoder launches mid December.

Shipping starts end of December.

ODEMAX service Launches January at Sundance.



ODEMAX.COM Distribution Platform for REDRAY

ODEMAX delivers the only comprehensive distribution platform for 4K movies. Designed to exclusively support the REDRAY Player and CRIMSON Projection systems from RED Digital Cinema, ODEMAX.COM is an all-inclusive environment for home and theatrical delivery of feature films, with built-in digital rights management, sales, marketing and analytics tools. ODEMAX provides filmmakers, production companies and independent distributors, direct channel access to the new cloud enabled REDRAY 4K home players.

DISTRIBUTOR ACCESS: January, 2013

HOME & THEATRICAL SERVICE: March, 2013

info@odemax.com

NEWS

- Vantage One coated & uncoated Spherical T1 Hawk lenses



NEWS

- Huge thank to [Inspiration Rentals \(insprent\) on Twitter](#) in Melbourne
- & [Cail Young \(cailyoung\) on Twitter](#)

Camera rental and production services



- [Stu Maschwitz \(5tu\) on Twitter](#) Lightroom Presets

<http://gum.co/lrpresets>

- [The Hobbit: An Unexpected Masterclass in Why HFR fails, and a reaffirmation of what makes cinema magical « Vincent Laforet's Blog](#)

“The Hobbit: An Unexpected Masterclass in Why HFR fails, and a reaffirmation of what makes cinema magical”